

**Rob Adsit, M.Ed.**

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Rob Adsit joined UW-CTRI in 2004 and directs the statewide clinician education program including management of Regional Outreach Specialists located across Wisconsin, helping them with planning, implementing and evaluating the medical education outreach they do with healthcare professionals and healthcare systems. Rob has a bachelor's degree in business and a master's degree in education. His experience includes educational program development and implementation, training, and technical assistance in the areas of tobacco control and alcohol and drug abuse. He has a strong interest in health and economic disparities, diversity, and inclusiveness. Rob's current work focuses on using the electronic health record to identify and treat patients who use tobacco, as well as implementing changes in health care systems to make evidence-based tobacco cessation the standard of care.